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BREAK

Business Resource, Education, and Knowledge

August 2001

Volume 1, Issue 2

(Excerpt from *Online Women's Business Center*, 6/97):

Selling: It's a Process

The selling process has six key steps:

1. Prospecting
2. Initial Contact
3. Sales Presentation
4. Handling Objections
5. Closing the Sale
6. Follow-up and Service after the Sale

Step One: Prospecting

Finding qualified prospects for your products or services is the natural first step in the sales process.

Step Two: The Initial Contact

When the prospect initiates the contact, they will visit you during normal business hours if you have a store or business location.

When you initiate the contact, one of the most common initial contacts is a "cold call" conducted by phone or in person.

Step Three: The Sales Presentation

Don't be afraid to be excited about your product. During presentations, focus on the benefits of your products and services.

Step Four: Handling Objections

Anticipate objections. Rehearse answers to standard objections. Learn to ask questions of prospects to drill down to their real objections.

Step Five: Closing the Sale

Although you should never be shy about "asking for the business,"



prospects will probably give you some signals when they are ready to become customers! Familiarize yourself with the readiness signals.

Step Six: Follow-up and Service after the Sale

Congratulations! You've made the sale. Now what? Some sales people believe that follow-up after the sale is just as important as making the sale. That's when your relationship with a customer really takes hold.



Webibles

Learn more about effective Sales Approach using SBA online resources:

THE SALES PROCESS

Successful entrepreneurs spend about 40 percent of their time in marketing and selling activities.

http://www.onlinewbc.gov/DOCS/market/mk_sales_process.html

SALES & DISTRIBUTION

You need to have a well-thought-out plan of conducting the sale and delivering ("distributing") your product to the customer.

http://www.onlinewbc.gov/docs/market/mk_plan_distribution.html

CREATIVE SELLING: THE COMPETITIVE EDGE MT-1:

Explains how to use creative selling techniques to increase profits.

www.sba.gov/library/pubs.html#mt-1
/ [Word 97](#) / [Text](#) / [PDF](#) /



BREAKFAQS with SBA

This section provides answers to commonly asked questions related to sales approaches.

Q: I'm looking for ideas to help me sell my product. Do you have a list of ideas to help increase sales?

A: You should, in your literature, talk to your potential client about his or her problems. Don't focus on yourself. But first figure out how to sell well, take the most powerful language you've got, then use it to design your literature.

Provide free samples of your product or service.

Explore cross promotion with a non-competing company selling to your target market.

Hold a promotional contest.



Questions



Send questions on the upcoming topics to Attn: BREAK

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SBA Headline News



SMALL BUSINESS WEEK 2001 STATE WINNER

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SBA APPROVES SEVEN NEW VENTURE CAPITAL COMPANIES TO INVEST IN NEW MARKETS AREAS



SBA Recipe for Success at Local Eatery

As owner of Lord Ashley's Pub & Eatery, Tim Kerlin knows that providing quality products and service are main ingredients in a successful business. Because of this, Tim's venture has received frequent recognition for its food and service. The eatery's pizza was recently named the "best in Warren Township," and Lord Ashley's famous tenderloin sandwich has been profiled on FOX59's morning show....continued at <http://www.sba.gov/in/indonews.html>



Indiana Firm Fortunate for SBDC Guidance

In 1984, Digger Specialties, Inc. opened its doors to begin manufacturing and selling vinyl fencing and related maintenance-free products. As the company began to grow, Digger consulted with the Small Business Development Center (SBDC) located in South Bend. Working with the SBDC, Digger was able to determine how to prioritize his ventures needs.....continued at <http://www.sba.gov/in/indonews.html>

When, What, Where?

Visit the Indiana District Office calendar at <http://www.sba.gov/in/> for information on upcoming events, seminars and workshops.

Upcoming Topics

**Cash Flow / Cash Management
Business Certifications
Pricing**

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BREAK with SBA Counseling & Training Resources

SCORE

A nonprofit association dedicated to encouraging the formation, growth, and success of small business nationwide through counseling and mentor programs.

Indiana locations:

Indianapolis	(317) 226-7264
Fort Wayne	(219) 422-2601
South Bend	(219) 282-4350
Evansville	(812) 421-5879
Gary	(219) 882-3918
Columbus	(812) 379-4457
Anderson	(317) 642-0264
New Albany	(812) 944-9678
Bloomington	(812) 339-8937
Kokomo	(765) 457-5301
Marion	(317) 664-5107
Elkhart	(219) 293-1531
Logansport	(219) 753-6388

Small Business Development Centers

The SBA, in conjunction with state government and local partners, administers the Small Business Development Center Program to provide management assistance to current and prospective small business owners.

Indiana locations:

Bloomington	(812) 339-8937
Columbus	(812) 372-6480
Muncie	(765) 284-8144
Lafayette	(765) 742-2394
Terre Haute	(812) 237-7676
Kokomo	(765) 457-7922
Fort Wayne	(219) 426-0040
Portage	(219) 762-1696
Richmond	(765) 962-2887
South Bend	(219) 282-4350
New Albany	(812) 945-0266
Madison	(812) 265-3127
Evansville	(812) 425-7232

Women's Business Center

Each women's business center provides assistance and/or training in finance, management, marketing, procurement and the Internet, as well as, addressing specialized topics such as home-based businesses, corporate executive downsizing and welfare-to-work.

Indiana location:

Fort Wayne	(219) 424-7977
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